

# Pointers For Parents

## Protecting Children's Skin During Colder Weather

(NAPSA)—Baby, it's cold outside and frigid temperatures mean babies and young children should be protected against the damage that cold weather can do to their skin.

Here are a few tips to help parents protect their children's delicate skin.

- **Humidify dry skin.** Dry, sensitive skin, especially skin that suffers from eczema or psoriasis, may be aggravated by harsh outdoor weather and dry conditions indoors. If your skin is dry or sensitive, you may want to invest in a humidifier. If you don't have a humidifier, place a bowl filled with water on your radiator to evaporate and moisturize the air.

- **Use a moisturizer with a richer formula.** Not all summer moisturizers will perform as well in the winter. You may need a richer formula to counteract the cold's chilling effects on skin.

- **Hydrate.** Drink plenty of water to hydrate yourself from the inside out.

- **Remember the sun.** Don't assume you can skip sunscreen just because it's cold outside. Even on a chilly or cloudy day, the sun's harmful UVA and UVB rays can still damage skin. To protect skin, wear a moisturizer with a day screen such as Clarins UV Plus Protective Day Screen SPF 40. This natural, non-chemical and non-irritating day screen works year-round to help protect against sun exposure and all forms of pollution.

A micronized and microdispersed 100 percent mineral screen guarantees high UVA and UVB protection for all skin types, even



**Dry, sensitive skin can be irritated by harsh outdoor temperatures and dry indoor heat. Be sure to moisturize and soothe irritated skin.**

the most sensitive. An anti-pollution complex protects the skin from free radicals and urban pollution.

- **Soothe chapped skin.** Chapped skin can be a side effect when little ones spend hours playing outside in the cold. A sunburn soother works well against windburn and chapped skin. A good sun "bandage" soothes and moisturizes skin, encourages healing and prevents peeling. The SOS Sunburn Soother, a 100 percent natural ointment balm by Clarins, is rich in natural plant extracts such as orange blossom wax, mango butter, shea butter and avocado. Fragrance-free, it is dermatologist tested and suitable for face and body. It can be used by every member of the family.

Using the best products for your children's skin can help prevent and soothe cold-weather damage.

For more information, visit [www.clarinsusa.com](http://www.clarinsusa.com).